

A CASE STUDY:

## *MMP Helps Atlanta Radiology Group Construct Solid Foundation for Growth*

NORTHSIDE RADIOLOGY ASSOCIATES, P.C. | ATLANTA, GEORGIA

Northside Radiology Associates, P.C. based in Atlanta, Georgia, provides radiology services to three hospitals in the Atlanta area: Northside Hospital-Sandy Springs, Northside Hospital-Cherokee and Northside Hospital-Forsyth. The group employs 40 physicians and conducts approximately 600,000 imaging studies annually.

Northside Radiology Associates, P.C. had been handling its billing in-house for a couple of years and did not believe it was doing an effective job. Northside Radiology Associates, P.C. hired Medical Management Professionals (MMP) to take over its local billing operation. Before the takeover, few of Northside Radiology Associates, P.C.'s claims were filed electronically, detailed management reports were unavailable, and customer service was spotty at best.

Today, Northside Radiology Associates, P.C.'s annual net revenues are over \$30 million and growing at about 10 percent per year. Thanks to MMP, more than 90 percent of the group's claims are now filed electronically, a capability which has significantly accelerated cash flow. Use of advanced coding routing software also has improved turnaround time on coding and claims and all but eliminated time-consuming manual data entry. In addition, the establishment of electronic connectivity between MMP and the Northside hospitals for transferring patient demographics and dictated reports likewise has contributed to quicker payment turnaround.

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Northside Radiology Associates, P.C. also has benefited from MMP's detailed, monthly management reports, which include a denial management

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# RADIOLOGY CASE STUDY

report that helps isolate denials early in the process and thus allows the group to address the problem and avoid disruptions to cash flow. Another report provides detailed productivity numbers for each radiologist “slot” and helps the group calculate equitable staffing levels across this highly subspecialized practice.

Another key monthly report provided by MMP flags any variances between a carrier’s contracted rate and actual amounts being paid. The ability to monitor managed care payments to ensure accurate reimbursement is vital for sustaining strong cash flow.

As Northside Radiology Associates, P.C. has increased its interventional radiology business in recent years, MMP has kept pace by providing the often complex coding that the modality requires. In fact, MMP’s account manager is an experienced interventional radiology coder and meets weekly with Northside Radiology managers to discuss the interventional side of the business as well as a range of operational issues.

“As our practice has grown and become more complex, we have leaned on MMP to provide us with timely, accurate information to assist us in our decision making process,” says Dennis Fine, CEO of Northside Radiology Associates, P.C. “A large degree of the practice’s financial success over the past several years is a result of MMP’s investment in technology as well as MMP’s ability to deliver numerous reports catered to our individual needs.”



For additional information, or to receive a proposal,  
please call **1.866.310.4600** or email  
**radiology@cbizmmp.com**

Based in Chattanooga, Tennessee, MMP has more than 80 offices and 2,000 employees nationwide. Founded in 1993, MMP serves more than 3,000 hospital-based physicians across the nation and boasts the highest client retention rate in the industry. [www.cbizmmp.com](http://www.cbizmmp.com)